

PH 4100 - PROFESSIONAL PRACTICES: BUSINESS

Credits: 3

In this senior-level course, students learn to apply professional practices in regards to the logistics of business operations in the photographic industry. Important components of the course are in the areas of industry overviews, identifying career paths, design and negotiation of contracts, client development, and business management. Students will research photographic industry standards and create a marketable logo/collateral material, and write a business plan that illustrates their knowledge of professionalism and its application in the industry.

Prerequisites: PH 3500 - Project Development Portfolio

Notes: e.g. New Course in 2020-21 Curriculum

Course Learning Outcomes:	Exceeding	Meeting	Developing	Not meeting	Program Outcomes	Institutional Outcomes
Identify and apply the four basic business structure formats.	Student's work demonstrates synthesis of the four basic business structure formats.	Student's work identifies and applies the four basic business structure formats.	Student's work implies the four basic business structure formats.	Student's work does not identify and apply the four basic business structure formats.	PH4, PH5, PH6	Communication Competence, Critical Thinking, Cultural Competence
Develop a business website through a design process.	Student has created a professional business website through a design process.	Student has developed a business website through a design process.	Student has developed a very basic website through a design process.	Student has not developed a business website through a design process.	PH1, PH2, PH3	Design Competence, Cultural Competence, Critical Thinking, Communication Competence
Create assignment estimates, invoices, contracts.	Student has formulated advanced assignment estimates, invoices, contracts.	Student has created assignment estimates, invoices, contracts.	Student has produced developing assignment estimates, invoices, contracts.	Student has not created assignment estimates, invoices, contracts.	PH4, PH5, PH6	Communication Competence, Critical Thinking, Cultural Competence
Identify the components of, and create a draft business plan.	Student has synthesized the components of, and produced a business plan.	Student has identified the components of, and create a draft business plan.	Student has named components of, and developed a rough draft of document that implies a business plan.	Student has not identified the components of, and has not created a draft business plan.	PH4, PH5, PH6	Communication Competence, Critical Thinking, Cultural Competence